PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO:

Jon Zoler

DATE:

December 16, 1985

FROM:

Jeanne Bonhomme -

SUBJECT:

Replacement Names for Classic

International

Premium

Rega1

Traditional

Limited

Impressive

Superior

Distinctive

Prestigious

Vintage

Grand

Royal

Perfection

Superb

Reserve

Premier

Luxury

Majestic

Paramount

Supreme

Legendary

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